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Please amend the claims as follows:

1.   (currently amended) A closed loop system for delivering information obtained from an information content source to a playback device, comprising:

a mobile-content server comprising:

a website interconnected to the information content source, operating on the mobile-content server and available for access by a user;

a database for storing user information; and

a server application operating on the mobile-content server and enabling the mobile-content server to:

retrieve the user information from the database;

obtain content segments from the information content source;

create a content package including at least one content segment;

deliver the content package to a client platform; and

receive response information from the client platform, the response information being associated with only a portion of a previously delivered content segment; and

the client platform comprising:

a web browser for interacting with the website operating on the mobile-content server; and

a client application operating on the client platform and enabling the client platform to:

download the content package from the mobile-content server to the playback device;

receive response information initiated by a user of the playback device, the response information identifying a requested action and the requested action based on the a portion of a currently active segment with which the response information is associated; and

deliver the response information to the mobile-content server.

2- 5   (canceled)

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6. (previously presented) The closed loop system of claim 1 wherein the server application assigns a unique identifier to each content segment, maintains a database of unique identifiers and associated content segments and further partitions each content segment into one or more sub-segments.

7 -32. (canceled)

33. (previously presented) A method for providing directed information, including advertising and non-advertising content, to a playback device based on a closed loop operation, the method comprising the steps of:

receiving user information;

obtaining directed information from one or more information sources based at least in part on the user information;

formatting the directed information into a content package, the content package including one or more content segments;

assigning a unique identifier to each content segment within the content package;

delivering the content package along with the unique identifier for each content segment of the content package to the playback device; and

receiving response information from the playback device, the response information including the unique identifier of a particular portion of a previously delivered content segment associated with the response.

34 - 44. (canceled)

45. (currently amended) A mobile application server comprising:

a website accessible to a user for inputting user information comprising a user name, profile information, preference information, and scheduling information;

a user database for storing the user information; and

a server application for retrieving the preference information, retrieving web content from a content source, creating information content segments for the user based at least in part on the preference information and the web content, creating a content package, and

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delivering the content package to a playback device, said server application further functional to receive response information associated with a particular portion of a previously downloaded segment from the playback device and initiate an actions based on the response information.

46 - 55. (canceled)

56.	(previously presented) A method of delivering content to a playback device and receiving responses pertaining to the content, wherein the playback device includes a user interface that can be actuated by a user, the method comprising the steps of:

aggregating a content package, the content package including at least one content segment;

delivering the content package to a playback device;

receiving a response from the playback device, the response being associated with a particular portion of the content segment by the user actuating the user interface during the playback of a particular portion of the content segment; and

initiating actions based on the particular portion of the content segment with which the response is associated.

57- 92. (canceled)

93.	(previously presented) The closed loop system of claim 1, wherein the response information includes a response type.

94.	(currently amended) The closed loop system of claim 1, wherein the server application operating on the mobile--content server further enables the mobile-mobile-content server to perform a particular action associated with the received response.

95.	(previously presented) The closed loop system of claim 94, wherein the particular action is selected from a plurality of possible actions based on the particular portion of the content segment with which the response is associated.

96.	(previously presented) The closed loop system of claim 94, wherein the particular action is selected from a plurality of possible actions based on the position in time in which the particular portion is situated within the content segment.

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97.   (previously presented) The closed loop system of claim 94, wherein a response information associated with a particular portion of the content segment indicates a request for further information regarding the content segment.

98.   (previously presented) The closed loop system of claim 94, wherein a response information associated with a particular portion of the content segment indicates a request to initiate a purchase transaction.

99.   (previously presented) The closed loop system of claim 1, wherein the response information is associated with the particular portion of the content segment based on when a response button is activated by a user.

100.   (currently amended) The closed loop system of claim 1, wherein the response information includes a content segment identifier and a time-stamp, the time-_stamp indicating a relative portion of the content segment.

101.   (previously presented) The closed loop system of claim 33, wherein the response information is associated with the particular portion of the content segment by including a time-stamp.

102   (previously presented) The closed loop system of claim 33, wherein the response information is associated with the particular portion of the content segment by including a time-stamp, and if the time-stamp indicates a first sub-segment of the content segment, a purchase transaction is initiated and if the time-stamp indicates a second sub-segment of the content segment, a different action is taken.

103   (previously presented) The closed loop system of claim 33, wherein the response information is associated with the particular portion of the content segment by including a time-stamp, and if the time-stamp indicates a first sub-segment of the content segment, the user is placed on a mailing list and if the time-stamp indicates a second sub-segment of the content segment, a different action is taken.

104   (previously presented) The closed loop system of claim 33, wherein the response information is associated with the particular portion of the content segment by including a time-

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stamp, and if the time-stamp indicates a first sub-segment of the content segment, the information will be sent to the user and if the time-stamp indicates a second sub-segment of the content segment, a different action is taken.

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